

# Neighborhood Partnerships for Community Research

*...a program of the Center for Urban and Regional Affairs (CURA)*

## Ward 1 Community Survey Plan

Prepared in partnership with  
Penumbra Theatre

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## **Background**

Penumbra, Hallie Q. Brown Community Center, and St. Paul Parks and Recreation have partnered to gather input from and information about Ward 1 residents and business owners. This input and information will be used to guide the development of a community center at the current site of Penumbra and Hallie Q. Brown Community Center.

Two separate surveys will be sent out to Ward 1 residents. The first survey will gather demographic information about residents. The second survey will gather input about resident needs and thoughts about a community center.

## **Survey Methodology**

Both surveys will be paper surveys mailed out to residents. All addresses in Ward 1 will be sent a survey via the mail. All surveys will include a postage paid envelope to increase response rates. Respondents will be given 2 weeks to return the survey. After the survey deadline, the survey intern will begin the door to door surveying as outlined in this document. Surveys will be coded to track which residents completed the survey to identify which households to target for door-to-door surveying and for use in data analysis. The survey intern and researcher will be the only individuals with access to which households completed specific surveys. Once surveys are data entered, they will be destroyed to ensure privacy and eliminate the ability to track private information to specific households.

## **Tentative Demographic Survey Timeline**

June 1 – June 13 – Intern stuffing/prepping surveys to be mailed

June 14<sup>th</sup> – Surveys mailed out to residents

June 28<sup>th</sup> – Survey deadline

July 9 – August 10 – Door-to-door surveying

August 10 – 31 – Finish up data entry and provide basic analysis

*NOTE: Data entry of surveys is ongoing from June 14 – August 10*

## **Mailed Survey**

The mailed survey will be the primary method of data collection. Each survey will have four components:

1. #10 Envelope (everything will be stuffed in the #10 envelope, which will be labeled with the Ward 1 resident's address and have a return address of Penumbra)
2. #9 Envelope (this postage paid envelope will be stuffed in the #10 envelope for residents to return the survey in)
3. Survey & Survey Letter (printed on two double-sided pages)
4. Language postcard (this postage paid postcard will allow residents the opportunity to request the survey in Hmong, Spanish, or Somali)

Upon printing of the surveys, but prior to the stuffing of surveys into envelopes, the intern shall note in pen on the bottom right side of the last page of the survey the code assigned to the survey. The address database has the survey code assigned to each household listed next to their address. It is critical that the correctly coded survey is put in the envelope for its associated household. This is vital for tracking purposes. Once all surveys are coded and stuffed, they may be mailed out.

## **Door-to-door Surveying**

Residences that have not completed a survey will be targeted for the door-to-door outreach. The intern shall compile a list of residences by precinct for canvassing. The average rate for canvassing is 25 residences per hour (with the assumption of 5-8 contacts per hour). If the initial response rate is low, it is likely additional volunteers may be needed to assist with this task. The intern shall print out the compiled lists by precinct with sufficient room to take notes (see door-to-door surveying form for tracking interactions with residences). After each canvassing session, the intern shall update the Ward 1 map with the information gathered.

### Survey Introduction

This is a general guide for introducing the survey.

#### **Introduce Yourself and the Project**

- Introduce yourself by name and explain that you work for Penumbra Theatre, which has partnered with St. Park Parks and Recreation and Hallie Q Brown Community Center to conduct the Ward 1 Community Survey.

- Explain the purpose of the survey: The Ward 1 Community Survey is designed to gather demographic information about the residents and business owners in Ward 1. This information will be used in working to develop a new community center for the ward. Share that they were selected because they are a Ward 1 resident, and all residents of Ward 1 are being asked to complete the survey.
- Note that the survey is voluntary and that their private information will be confidential.
- Request 3-5 minutes of their time to complete a brief survey. If they agree, provide them with a clipboard and pen, and thank them for their help.

Only one member per household should complete the survey for the entire household.

### General Door-to-Door Survey Tips

These are general guidelines to help you establish a climate of trust and openness to facilitate your time with the respondent as well as ensure the accuracy of the data.

Your role is to explain the purpose of the survey and attempt to procure a completed survey from the household.

- Engage the respondent/respondents. Establish rapport with all. Be courteous, thanking each respondent for taking time to speak with you and encouraging them to be comfortable and emphasize how valuable their input would be towards understanding the community.
- Convince each respondent that his/her answers are important. The best incentive to the respondent is often just being heard.
- Create a sense of privacy for the respondent. Consider the nature of the questions. Be sensitive to potential sources of embarrassment for the respondent. Privacy enhances the climate of confidentiality during a session. Give the respondent space – or offer to return in 5-10 minutes to retrieve the survey. Have the respondent put the survey in the envelope so they know you aren't going to read it.

### **Survey Data Entry**

It is important that you input the survey responses from the surveys you have received as soon as possible. You will be entering the survey responses in an online survey program called SurveyMonkey.

Follow this link to answer the questions in SurveyMonkey:

<http://www.surveymonkey.com/s/Ward1Community1>

Be sure to do the following for each survey:

1. Before you enter in a survey, the very first thing you should do is open the Ward 1 Address Database and note that a survey was received for that survey code/household. Also note whether the survey was in English, Hmong, Somali, or Spanish.
2. Once you have noted that a survey was received for a household, you can now enter the survey into SurveyMonkey.

### SurveyMonkey Data Entry

Once you start to fill out the answers for a particular household in SurveyMonkey, you must finish entering all of the answers for that survey. SurveyMonkey will not allow you to enter some of the answers and come back later, so you must type in all the answers for each participant you start. You also cannot return to a survey later to make changes.

When you enter the survey into SurveyMonkey, you will note there is not a #20 on the written survey. Question 20 in SurveyMonkey asks whether the survey is in Spanish, Hmong, English, or Somali.

When you finish typing the responses of one particular participant, and click "done". You may then re-open the survey link and begin data entry of the next survey.

### **Hmong, Spanish, or Somali Survey Requests**

Anytime a postcard or verbal request occurs for a survey in Hmong, Somali, or Spanish the intern shall mail the appropriate survey (including the postage paid envelope) to the household. Additionally, the intern must note in the Ward 1 address database which language the survey was requested in for future surveys.

## Appendix A: Survey Letter & Survey

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### Ward 1 Community Center Survey

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Dear Ward 1 Resident,

Penumbra Theatre has partnered with St. Paul Parks and Recreation and the Hallie Q. Brown Community Center to conduct a very important local two-part survey of Ward 1 residents and business owners. These three partners are located in your community, at 270 Kent Street.

Penumbra Theatre creates professional productions that are artistically excellent, thought provoking, relevant, and illuminate the human condition through the prism of the African American experience. This powerful way of representing the black experience gave birth to educational tools focused on issues of racism that mobilize the power of the art to create social change, and established Penumbra as a safe haven for artists of color to hone their craft and find their voice in a nurturing environment.

Saint Paul Parks and Recreation manages more than 170 parks and open spaces in an effort to help make Saint Paul the most livable city in America, facilitating the creation of active lifestyles, vibrant places, and a vital environment.

Founded in 1929, Hallie Q. Brown Community Center, Inc. is a private, nonprofit social service agency serving the Summit University area of Saint Paul, Minnesota. Its mission is to improve the quality of life in its community by providing access to critical human services, fostering and promoting personal growth, and developing community leadership.

The two-part survey consists of a demographic survey (included with this letter) and an interest survey that will be sent out later this Fall. The demographic survey seeks to gather information about those that live and own businesses in Ward 1. The interest survey seeks to gather information about your thoughts on a new community center being built in Ward 1. These two surveys are critical to our project and it is extremely important that we hear from you.

The enclosed demographic survey will take approximately 5 minutes of your time and your answers will be confidential. Your name will not be associated in any way with your specific survey answers in any published reports. At the end of the survey, you will be asked for your name and your contact information. This information will be used to enter you in a drawing for one of five \$20 gift cards.

Thank you for taking the time to complete this survey!

Sincerely,

Chris Widdess  
Executive Director  
Penumbra Theatre



**Familiarity with Penumbra Theatre & Hallie Q. Brown Community Center**

1. Have you or others living in your household attended a Penumbra Theatre production in the past five years?

☐ Yes

☐ No

- **If yes to #1**, what type of Penumbra production did you attend (check all that apply)?  
☐ Play ☐ OKRA (Word(s) Play, Gym, etc.)  
☐ Summer Institute performance ☐ Let's Talk Theatre  
☐ Other: \_\_\_\_\_

- **If no to #1**, please share why you have not been interested or able to attend.  
☐ Subject matter ☐ Location  
☐ Cost ☐ Unaware of existence  
☐ Other: \_\_\_\_\_

2. Have you or others living in your household participated in programming/services at the Hallie Q. Brown Community Center in the past five years?

☐ Yes

☐ No

- **If yes to #2**, what type of programming/service(s) did you receive/participate in (check all that apply)?  
☐ Food Shelf/Clothing Closet  
☐ Early Learning Center  
☐ After School and Summer Enrichment  
☐ Senior Programming  
☐ Multi-Service Hub (e.g. Project Cheer)  
☐ Meeting/multi-purpose rooms
- Were adults or youth the person(s) participating/using (check all that apply)?  
☐ Adults ☐ Youth
- If you or others living in your household have only participated in some programming/services, please share why you have not been interested or participated in others (check all that apply).  
☐ No need ☐ Location  
☐ Unaware of existence ☐ Accessibility  
☐ Cost ☐ Not interested
- **If no to #2**, please share why you have not been interested or participated.  
☐ No need ☐ Location  
☐ Unaware of existence ☐ Accessibility  
☐ Cost

3. Have you or others living in your household used the Martin Luther King Recreational Center and/or park facilities in the past five years?

☐ Yes

☐ No

- **If yes to #3**, how did you use the Center and facilities (check all that apply)?

☐ Outdoor playground

☐ Tennis Court

☐ Meeting/multi-purpose rooms

☐ Kitchen

☐ Gym

☐ Fitness Room

☐ Game Room

☐ General Lobby Drop-in

- **If no to #3**, please share why you have not been interested or able to attend.

☐ No need

☐ Unaware of existence

If no need, please explain. If unaware of existence, please share how you would like to be notified of center offerings/happenings:

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### **Getting to know you**

4. Do you live in Ward 1 of St. Paul, Minnesota (see map)?

☐ Yes.....Which Precinct of Ward 1 do you live in (see map)?\_\_\_\_\_

☐ No

5. Do you work in Ward 1 of St. Paul, Minnesota (see map)?

☐ Yes.....Which Precinct of Ward 1 do you work in (see map)?\_\_\_\_\_

☐ No

6. Do you own and operate a business in Ward 1 of St. Paul, Minnesota (see map)?

☐ Yes.....Which Precinct of Ward 1 do you own a business in (see map)?\_\_\_\_\_

☐ No

7. How would you describe your race/ethnicity (check all that apply)?

☐ Caucasian/White

☐ Native American (Dakota, Ojibwe, etc)

☐ North East Asian (Mongol, Tibetan, Korean, Japanese, etc)

☐ Pacific (Polynesian, Micronesian, etc)

☐ South East Asian (Chinese, Thai, Hmong, Laos, Filipino, etc)

☐ Middle Eastern

☐ North African

☐ Sub-Saharan African (Somalian, Ethiopian, South African, etc)

☐ African American/Black

☐ Hispanic/Latino

☐ Other: \_\_\_\_\_

8. Please indicate your age group.

- |  |   |
|--|---|
| <input type="checkbox"/> 18 – 24 years | <input type="checkbox"/> 50 – 59 years      |
| <input type="checkbox"/> 25 – 30 years | <input type="checkbox"/> 60 – 69 years      |
| <input type="checkbox"/> 31 – 39 years | <input type="checkbox"/> 70 – 79 years      |
| <input type="checkbox"/> 40 – 49 years | <input type="checkbox"/> 80 years and older |

9. What is the highest level of education you have completed?

- |  |  |
|--|--|
| <input type="checkbox"/> Some Middle/High School | <input type="checkbox"/> Bachelor's Degree                   |
| <input type="checkbox"/> High School Diploma/GED | <input type="checkbox"/> Master's Degree or J.D.             |
| <input type="checkbox"/> Associate's Degree      | <input type="checkbox"/> Doctorate (Ph.D., M.D., Ed.D., etc) |
| <input type="checkbox"/> Other: _____            |  |

10. What is your annual household income (before taxes)?

- |   |  |
|---|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> \$60,000-\$69,999   |
| <input type="checkbox"/> \$10,000-\$19,999  | <input type="checkbox"/> \$70,000-\$79,999   |
| <input type="checkbox"/> \$20,000-\$29,999  | <input type="checkbox"/> \$80,000-\$89,999   |
| <input type="checkbox"/> \$30,000-\$39,999  | <input type="checkbox"/> \$90,000-\$99,999   |
| <input type="checkbox"/> \$40,000-\$49,999  | <input type="checkbox"/> \$100,000-\$149,999 |
| <input type="checkbox"/> \$50,000-\$59,999  | <input type="checkbox"/> \$150,000 or more   |

11. Please share information about your current employment status (check all that apply).

- |   |   |
|---|---|
| <input type="checkbox"/> Homemaker          | <input type="checkbox"/> Self-employed                                |
| <input type="checkbox"/> Student            | <input type="checkbox"/> Out of work and looking for work             |
| <input type="checkbox"/> Retired            | <input type="checkbox"/> Out of work - not currently looking for work |
| <input type="checkbox"/> Employed for wages | <input type="checkbox"/> Unable to work                               |
| <input type="checkbox"/> Other _____        |   |

12. Please share information about your current housing situation.

- ☐ Owned by you or someone in this household with a mortgage or loan
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)
- ☐ Rented for cash rent
- ☐ Occupied without payment of cash rent
- ☐ Other \_\_\_\_\_

13. Please indicate your current marital status.

- ☐ Single                      ☐ Married                      ☐ Other \_\_\_\_\_

14. How many people currently live in your household? \_\_\_\_\_

15. How many **adults** currently live in your household (including yourself)? \_\_\_\_\_

16. Do you have children?

- ☐ Yes.....How many? \_\_\_\_\_ What are their ages? \_\_\_\_\_
- ☐ No

17. How would you describe your gender?

- ☐ Female                      ☐ Male                      ☐ Transgender

18. How would you describe your sexual orientation?

☐ Bisexual

☐ Heterosexual

☐ Homosexual

19. Would you like to receive our next survey via e-mail?

☐ Yes

☐ No

If yes to 19, please share your e-mail.

E-mail: \_\_\_\_\_